Manitoba

Annual Report 1984 - 85

Business Development and Tourism

Manitoba

Minister of
Business Development
and Tourism

Winnipeg, Manitoba, CANADA
R3C 0V8

To Her Honour
Pearl McGonigal
Lieutenant-Governor of Manitoba

May It Please Your Honour:

I have the privilege of presenting for the information of Your Honour the Annual Report of the Department of Business Development and Tourism for the fiscal year ending March 31, 1985.

Respectfully submitted,

Jerry Storie
Minister

Manitoba

Deputy Minister of
Business Development
and Tourism

Winnipeg, Manitoba, CANADA
R3C 0V8

Honourable Jerry Storie,
Minister of Business Development
and Tourism.

Sir:

I have the honour to present the Annual Report of Manitoba Business Development and Tourism.

To the best of my knowledge, this report is an accurate summary of the work accomplished for the fiscal year ending March 31st, 1985.

The past year has been one of achievement. We have been actively encouraging the development of tourism and business operations in all areas of the Province.

The accomplishments outlined in the Annual Report fall in line with the goals the Department has set. We look forward to the results of continued efforts in these and new initiatives in 1985-86.

Respectfully submitted,

W. Regehr,
Deputy Minister of
Business Development and Tourism.

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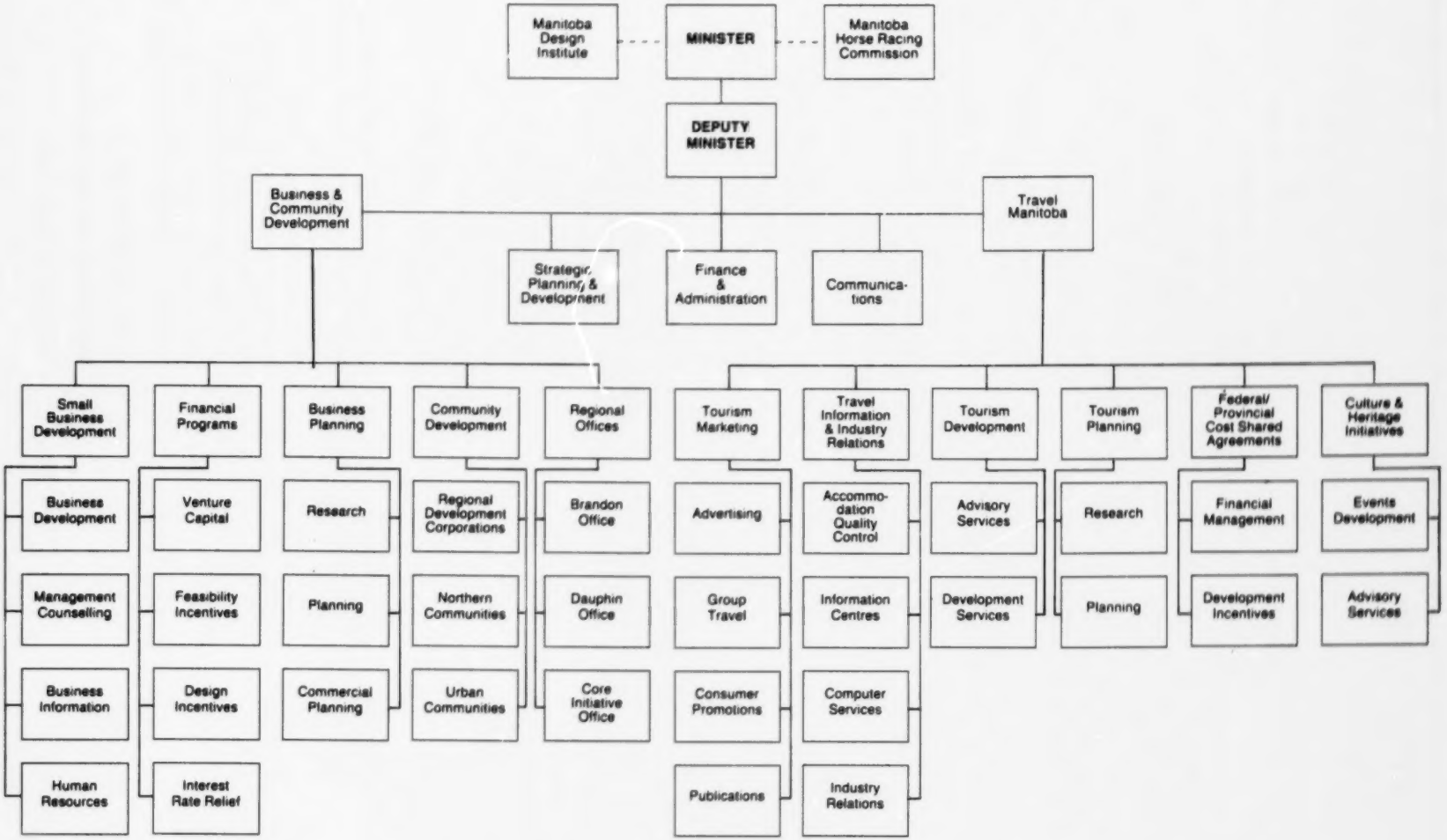
Organization Chart — Manitoba Business Development and Tourism — 1984-85



Strategic Planning and Development

The primary responsibility of the Strategic Planning and Development Branch is to support the planning process in the department. To fulfill this overall responsibility the activities of the branch can be broken down into five major responsibility areas:

Planning Process

To ensure that the planning process is defined as a series of identifiable steps or stages. To ensure that any necessary documents for presentations are prepared and that required department planning sessions are arranged. To ensure that undertakings resulting from the planning process are carried out. To ensure that the planning process and the execution of the undertakings rising out of it are tracked and progress reported.

Research

To ensure that the executive committee has the information and analyses necessary for effective strategic planning and implementation. This includes the development and presentation of alternative scenarios, a three to five year outlook, and the exploration of specific topics or issues on request from the executive committee.

Computer Systems

To ensure that the planning process is supported by the necessary information management technology. An important part of this responsibility is to ensure that to the extent possible each separate installation is compatible with other installations in the department.

Data Base Planning

To ensure the executive committee and each director or program manager accesses or develops the information necessary for strategic and short run planning and for program tracking and control.

Program Evaluation

To ensure that program design provides for the generation of data or other feedback to allow for ongoing monitoring and adjustment "fine tuning" by managers and, at regular intervals, evaluation by the department executive.

Activities

Computer Systems

This fiscal year, work in this area resulted in the specification and installation of systems in the Manitoba Interest Rate Relief Program, Venture Capital Program, Regional Development, Small Enterprise Development, the Winnipeg and Brandon Business Development Centres and the Communication division. In all 15 stand-alone systems were involved. Training was arranged for all clerical staff involved and for interested professional staff. Ongoing liaison with the systems consultant in the Tourism area of the department ensured system and software compatibility to the greatest extent possible.

Planning Process

This year, the planning process centered around 3 events and 3 documents for central agencies. The events were department planning conference in March, and divisional planning conferences in May and June. The documents were a review of Jobs Fund projects for the ERIC Jobs Fund Ministers in July, a Strategic Programs Overview document for the Fall Cabinet planning conference and the Jobs Fund Strategic Programs Overview document for the ERIC Jobs Fund in October.

Human Resource Development (Internal)

Flowing from the Department's strategic planning effects, a series of initiatives were started to ensure a Human Resource Development system was in place to support departmental programming initiatives. The Deputy Minister established both a Human Resource Development Committee and an Affirmative Action Committee. Work commenced to identify departmental needs in both areas. Department wide surveys were conducted which identified staff training and development, career pathing and performance appraisal as the three priority areas for action.

In response to these identified priorities, a Departmental Training policy was developed along with a new Performance Appraisal and Development system. In the area of Affirmative Action Committee, member training was undertaken and a departmental workforce analysis completed.

Data Base Planning

Through the branch the department has access to data bases in the I.P. Sharp System, AERIC (The Conference Board of Canada), The Source, and B.R.S. After Dark. Work was initiated to access data bases being developed by the Institute of Social and Economic Research on the University of Manitoba's mainframe computer and data bases being developed by the Manitoba Bureau of Statistics on the Manitoba Data Services mainframe and a small business data base being developed by the Institute for Research on Public Policy.

Business and Regional Development

The objective of the Business and Regional Development division is to increase the number and quality of new enterprises and expansions and to improve the viability of existing small business operations in Manitoba.

In addition, the division assists rural and northern clients, groups and organizations to develop indigenous industrial and commercial projects and opportunities. The programs and services provided by the division are fully integrated and complementary and the total available resources of the division are accessible to the benefit of any specific project or client.

Business Development

Staff consultants provided direct support and also used complementary department programs whenever possible. Assistance was provided in determining financing requirements, assessment of market potential and strategies, evaluating production methods and preparing feasibility studies. Branch personnel also coordinated the services of various federal agencies, such as the Federal Business Development Bank, the National Research Council and the Department of Regional Industrial Expansion.

Activities

The Business Development Branch during the 1984-85 fiscal year assisted in 56 projects which resulted in the creation of 420 new manufacturing jobs. The diverse range of products produced by new or expanding firms included tofu, furniture, pet food, packaging, building components, aircraft parts, fiberglass window frames and plastic insulators.

The branch in this fiscal year again placed substantial staff resources into its program to assist manufacturing firms in financial difficulty. In each case, the branch worked with lenders, creditors, investors and employees to ensure that every alternative to save the business and its jobs was examined. In most cases where the business was maintained, new equity and/or loan arrangements were initiated and coordinated by the branch. These efforts resulted in the continuance of 400 jobs in 23 firms.

Winnipeg Business Development Centre

The Winnipeg Business Development Centre is designed to provide a total resource "one-stop" capability for small business by providing access to a variety of technical and business consulting services.

Activities

The following itemizes and briefly summarizes the major types of business assistance provided through the centre:

Management Development and Training

The purpose of this activity is to increase the management skill level of entrepreneurs in small business or those contemplating starting a small business through seminars and courses which are offered at a nominal fee. During the fiscal year 1984-85, there were 33 courses and 20 seminars held in Winnipeg and many rural communities throughout Manitoba. In addition a number of entrepreneurial development programs were delivered through the Winnipeg School System and other cooperating bodies.

Small Business Counselling

This program provides assistance to businesses in a number of sectors, including accounting and financing, marketing, production and general business. The consultants at the Centre have provided assistance to 595 Winnipeg clients and 238 rural clients during the fiscal year.

Small Business Information

The Centre provided assistance in the form of advice, counselling and information to 7,487 clients in Winnipeg and rural Manitoba during the fiscal year 1984-85. The service is provided by telephone, mail and personal meetings with potential and existing business entrepreneurs. A newsletter, Report on Small Business, generated from the Centre on a quarterly basis has a mailing list of 30,000. A total of 28 self-help booklets in a series entitled Small Business Management Systems and another called Entrepreneurs' Handbook were also developed and updated by the Centre during the fiscal year.

Manitoba Design Institute

The activities of the MDI were delivered through the W.B.D.C. The MDI's Annual Report is included in this publication.

Other Activities

Design Assistance for Small Projects (DASP) provided assistance on a cost-shared basis to 30 clients, totalling $30,000.

Master of Business Administration (MBA) Student Consulting Program assisted 34 small business clients during the summer of 1984.

Counselling Assistance to Small Enterprise (CASE) assisted 129 clients in Manitoba by cost-sharing consulting fees.

The WBDC provided significant support to Jobs Fund programs such as Youth Business Start, Technology Commercialization and Infotech programs.

Brandon and Parkland Business Development Centre

The Brandon and Parkland Business Development Centres' role is to promote and stimulate entrepreneurial endeavours among individuals and groups to enhance the business climate of Westman and Parkland areas.

Activities

The Centre's programs were structured to provide support in the following areas:

1. Business and Entrepreneurial Develpment
2. Management Consulting
3. Management Training & Development
4. Outreach Activities
5. Crisis Support

Business and Entrepreneurial Development:

The Centres provide a "one-stop" shop for resources. Both Centres relocated to a more visible downtown location from Industrial Park sites in 1984. The Brandon Centre has a staff of four and also provides office space for a MRC consultant. Approximately 850 enquiries are handled annually; 300 originating from rural areas. The Dauphin Centre is staffed by one Consultant and handles approximately 450 enquiries annually.

Management Development

Support in this area has been provided to numerous businesses in the past year. These businesses were urban and rural. Areas of consulting included financial/grant preparation, marketing, production, human resources, accounting/bookkeeping and technical/design.

Co-ordination and support has been provided by the centres in the delivery of components of the new Youth Business Start Program. Approximately 30 applicants have been fielded through the centres. Information and 1/2-day orientation sessions have been held at the centres.

Management Training and Development

Workshops, seminars and courses initiated by the centres were increased this year. Five seminars/workshops and three courses were delivered successfully. Plans to continue offering specialized training are being developed. This is unavailable or not provided by existing agencies.

The Parkland Bus. Dev. Centre participated in the FBDB "Small Business Week" Information Show held October 1984.

Outreach Activities

A Community Information Program was launched in April, 1984. This included developing contacts in all 35 rural communities in the Western Region. Information base was established, views exchanged on the communities' concerns regarding business and economic development and departmental resources and programs, updating was completed for the Manufacturers Directory and data was gathered for the Regional and Community Development branch:

Community Profiles

The Centres employed three STEP students for a period of 10 weeks in 84-85. ACC Business Administration Students were placed within six businesses to receive practical work experience and utilized the BDCs' resources throughout their placements.

An important liaison was established with the Arrowhead Regional Development Commission and the Duluth Growth Company both located in Duluth, Minn. USA. An analysis of goals and services provided was undertaken to be utilized in future planning of the Department's objectives and activities, specifically for rural development.

Crisis Support

The Centres provided support to a total of eight businesses that were experiencing either financial difficulty or facing closure. The services provided by the Centres enabled continued existence or assisted in the reallocation of personnel to other jobs.

The Centres maintained a strong interface with community agencies and local organizations related to business and tourism.

Regional and Community Development

The purpose of the Regional and Community Development Branch is to strengthen the abilities of communities throughout Manitoba; to foster co-operative local initiatives and to generate jobs within their communities and regions throughout Manitoba.

Activities

Regional Development Corporations

RDCs are non-profit corporations funded primarily by member municipalities and the provincial government to promote, encourage and assist economic development within their regions. Provincial funding for this program was $593,300. The six operating RDCs are Central Plains Inc., East-Man Regional Development Inc., Interlake Development Inc., Norman Regional Development Inc., Parkland Regional Development Inc., and Pembina Valley Development Corporation.

During 1984-85 year the RDCs underwent a comprehensive reform to broaden the base of local participation, improve the skills and professionalism of the RDC staff and synchronize the activities of the RDCs with governmental policies and programs. In addition staff worked with the RDCs to facilitate the planning and implementation of projects initiated by the RDCs.

Northern Remote Community Economic Development

This program, financed through the Jobs Fund, was initiated in September 1984. It is staffed by two development officers.

The objective of the program is to facilitate community economic development in the North in a manner that will advance the process of regional economic self-sufficiency. At the operational level, the strategy is the provision of consultancy, advisory and training services, and materials to northern and native communities and regional organizations involved with improving their economic circumstances, as well as advisory services to northern and native entrepreneurs wishing to establish or expand business enterprises. In addition the two officers play an important role in policy and program formation and execution to ensure the greatest possible involvement of northern native entrepreneurs in any business opportunities created by the Limestone Hydro Project.

Large Urban Community Development

This program, financed through the Jobs Fund, was initiated in November 1984. It is staffed by one development officer.

The objective of the program is to improve the economic development infrastructure in Manitoba's larger urban communities to enable such communities to facilitate and precipitate the establishment or expansion of locally based businesses. To achieve this objective the officer works directly with the communities and also acts as a liaison between these communities and the relevant departments in both the federal and provincial governments. As a liaison, the officer is able to provide advice as to how the various federal and provincial departments better co-ordinate their programs at the community level.

Special Projects

In addition to program responsibilities, the branch was active in a number of projects related to community business development. For instance, it assumed the lead responsibility to restructure the Gimli Industrial Park, to explore economic alternatives in the Morris/St. Jean Baptiste area following the closing of the Superior Bus plant and to develop an inter-community York Boat race.

Commercial Planning and Development

The purpose of this program is to increase the economic viability of the retail/service sector in rural and northern communities by providing commercial planning and central business district development assistance.

The program is intended to assist participating communities to improve and strengthen that sector and thereby prevent reduction of local purchasing power.

Activities

In 1984-85, assistance was provided to the Town of Winkler for a major central business district planning study. Project review and implementation assistance was also provided to several community projects which had previously received commercial planning cost sharing through the program.

Research and planning were initiated for the formation of a nonprofit, volunteer, private-public partnership to provide marketing advice and assistance to small and medium sized businesses in Manitoba.

Industrial Infrastructure

The Industrial Infrastructure program provides financial assistance to rural and northern municipalities for municipal services where their absence hinders future development. The object of the program is to ensure that no qualifying development opportunities are lost because of municipal service deficiencies.

Activities

Administration of funding agreements resulted in final completion of major projects with the Town of Morden and the R.M. of Russell.

Employee Ownership and Participation — Gain and Equity Sharing Program

This program was a two part new initiative introduced by the department in 1984-85. Part one provided cost-shared consulting assistance to firms wishing to examine the feasibility of establishing gain and equity programs. Part two developed materials for use by Manitoba companies regarding gain and equity sharing systems.

Youth Entrepreneurship Program

This program was a new initiative introduced by the department in 1984-85. The focus of the program was to provide information to Manitoba youth on the job opportunities available to them as entrepreneurs. Work was completed on a brochure which told the story of four successful young Manitoba small business pepole, as well as an entrepreneur career booth for the annual schools' Careers Symposium.

The department also worked co-operatively with Employment Services and Economic Security in the design of the Youth Business Start Program and was actively involved on the selection board, as well as providing business counselling and management training services to program applicants.

Venture Capital Program

The Venture Capital Program was launched on a one-year trial basis in 1983 with a budget of $1 million. The purpose of the program is to stimulate the flow of equity capital into small Manitoba businesses to create new or maintain existing jobs.

Under the program, private investors and the province purchase shares in a Venture Capital Company (VCC) on a 65-35 per cent basis. The VCC, in turn, invests in the equity of eligible small businesses. Qualifying businesses include certain tourist operations and facilities, computer software production, manufacturing and processing, research and development, commercial air and water transportation, welding and machine shops, services related to the agricultural and forestry industries and film production.

The program is administered by the department, while a private sector advisory board assesses proposals for recommendations to the minister of the department. Funding is provided through the Manitoba Jobs Fund.

Activities

During the period under review, 28 VCCs were formed, which invested a total of $6.4 million ($4.2 million private investors and $2.2 million province) in small Manitoba companies. Investments were made in such businesses as pet food processing, commercial fan manufacturing, farm equipment repair and a waterslide operation. The projects supported are expected to create or maintain 470 jobs. Program totals for its two years of operation are: 37 VCCs formed, equity investment of $9.1 million with 770 projected jobs.

Manitoba Interest Rate Relief Program for Small Business

The Province implemented the Manitoba Interest Rate Relief Program in March, 1982, to provide some relief from the effects of high interest rates on small Manitoba businesses in financial distress.

Businesses eligible under the program could receive up to $6,000 a year for a two-year period. Reapplication had to be made in the second year for consideration of another year of assistance.

The assistance was made up of 50 percent grant and 50 percent repayable loan, which was interest free for two years. Assistance could be provided up to two years and was calculated on the basis of actual interest paid.

Management counselling was an integral part of the program and was provided by program staff, the Enterprise Development Centres and the Counselling Assistance to Small Enterprise Program (CASE).

Activities

In 1984-85 the Program was successfully completed. A total of 601 firms received financial and management assistance. More than 250 firms received intense counselling. Employment in the assisted companies exceeded 2,000 jobs and business sales totalled $86 million. Administration costs were maintained at a 10 percent level. The program provided assistance to all sectors throughout the province with 63 percent of the firms in rural areas and 37 per cent in Winnipeg.

A total financial expenditure of $4.9 million was made including both grants and loans. The $2.45 million loan portfolio was initially implemented by program staff and later turned over to the Manitoba Development Corporation. The Corporation will continue to administer loan repayments until their completion.

Winnipeg Core Area Initiative Program

The purpose of the Small Business Assistance Program of the Core Area Agreement is to encourage the establishment, expansion and upgrading of small businesses in designated areas within the boundary of the Winnipeg Core Area as defined in the Tripartite Agreement. The program is comprised of financial contributions in the form of incentive payments, small business counselling/referral services, and management development and a business planning program.

Activities

The Program commenced receiving applications in October 1983. As of March 31, 1985 there were 90 firms approved in the amount of $1.5 million. This resulted in the creation of 439 jobs and the leverage of $5.8 million in private sector funds.

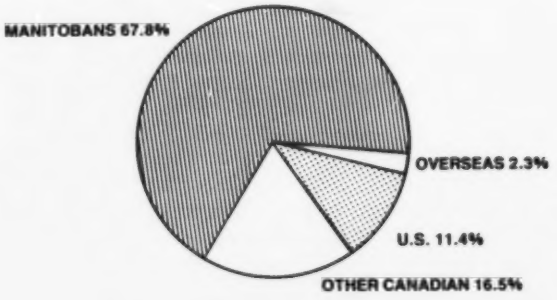
The Department provided 2 staff years for administration with the capital funding being provided by Urban Affairs.

Travel Manitoba

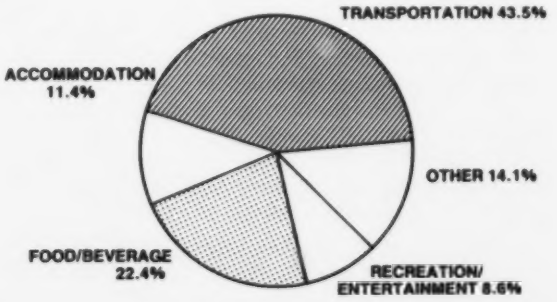
The role of Travel Manitoba is to provide leadership and support in shaping the future development of the tourism industry in Manitoba. This is accomplished by representing and advocating tourism interests in the development of government policies, developing annual strategic and operating plans, initiating marketing and development programs and facilitating and supporting the initiatives undertaken by the private sector.

Travel Manitoba identified three strategic priorities which will be pursued. These included the development of tourism facilities and attractions, advancement of productivity and profitability and market stimulation and expansion.

During 1984, 6,689,200 destined trips were made to and within Manitoba resulting in tourism receipts of $616.8 million. Distribution of receipts by market areas and sectors is as follows:



TOURISM RECEIPTS BY MARKET AREA



TOURISM RECEIPTS BY SECTOR

Tourism Marketing Section

The objective of the Tourism Marketing Section is to enhance tourism spending by increasing resident and non-resident visitors at a rate that maintains or improves Manitoba's share of travel markets.

Marketing Development

Marketing development reviews, analyzes, evaluates and recommends the most effective use of resources for continuing, alternative and new programs. Additionally, it researches and prepares the marketing portion of the branch's operational and strategic plans.

The 1984-85 Marketing Plan was developed, taking into consideration economic opportunities and information provided by the tourism industry at the joint planning session of Travel Manitoba and the Tourism Industry Association of Manitoba.

During the year, staff participated in a departmental strategic planning exercise, which defined goals and objectives. This information will be used to develop a multi-year marketing plan.

Marketing Promotions

This program is responsible for direct marketing activities determined by Travel Manitoba's marketing plan.

During 1984-85, Travel Manitoba participated in 12 sports and vacation shows in Chicago (2), Omaha, Milwaukee, Toronto, Kansas City, Minneapolis (2), Denver, Dallas, St. Paul and Winnipeg. To eliminate duplication and reduce costs and staff size, Travel Manitoba shared a booth with the Tourism Industry Association of Manitoba at the Winnipeg show.

A total of 1,900,000 people attended the 12 shows. Direct counselling was provided to about 60,000 potential visitors, while there were direct requests for in excess of 100,000 pieces of literature. Activities undertaken at sports and vacation shows generated 20,023 coupons.

Travel Manitoba organized and participated in 16 mall promotions throughout primary Canadian and United States markets (9 outside the Province and 7 in-province). Where possible, Manitoba hotels, attractions and tour operators were encouraged to meet with travel agents and wholesalers to stimulate tourism in Manitoba. These promotions counselled 18,000 potential visitors and distributed 44,268 pieces of literature.

In an effort to capture more of the Minnesota angling market, Travel Manitoba participated in several additional promotions in that state. While attending the Minneapolis Sport Show, the Minister of Business Development and Tourism hosted a press conference, presented new Master Angler Awards and visited the Manitoba lodge operators attending the show.

Additional program activities included participation in several co-operative promotional ventures. A contest sponsored by Travel Manitoba, radio station KFGO in Fargo, Northrup King Seeds of Moorhead and a Manitoba fishing lodge generated considerable free advertising in the northern U.S.

Travel writers and photographers, either freelance or on assignment, were assisted in preparing stories and films on Manitoba activities and products. This included hosting writers from various national and international outdoor and tourism publications. This program generated a great deal of low cost exposure.

Travel Manitoba staff provided direct and written counselling to travellers interested in visiting Manitoba. More than 23,500 written inquiries for information were processed and responded to and bulk literature was dispatched to 2500 additional people. Staff handled 15,000 requests for travel information that arose from a co-operative advertising program in United States publications, undertaken on a cost-shared basis with Tourism Canada.

Group Travel Marketing

The objective of this program is to increase tourism revenue by promoting Manitoba as a desirable tour and convention destination through travel trade and convention planners. Group Travel is involved in group tour travel marketing and meeting and convention marketing.

The objective of the group tour programs is to increase tours to Manitoba by promoting Manitoba as a desirable destination among tour operators, wholesalers and travel agents in primary and developing markets.

Travel Manitoba and Manitoba industry suppliers participated in major tour industry conventions and marketplaces including Rendezvous Canada, Ontario Motorcoach Association, National Tour Association and the American Bus Association. Through these prime marketing and sales venues direct contact was made with more than 250 companies in North America, Europe and Japan. All of these organizations have expressed interest in selling travel to Manitoba.

Thirty-four tour operators from Europe and North America were hosted on familiarization tours to the Province. These tours enable group travel professionals to see and experience Manitoba's attractions and products and to negotiate directly with industry suppliers.

Promotions directed at travel agents were conducted in Chicago, Milwaukee, Minneapolis, Toronto, Dallas, Houston and Denver. Exploratory marketing work was also done in the developing markets of California and Texas. Activities included personal sales calls, participation in various trade shows and direct mail.

Group tour advertising was placed in major trade publications throughout North America in support of these and other marketing activities.

The group tour marketing programs resulted in a significant increase in the number of tours planned for the 1985 season. An estimated seventeen new tours occurred directly as a result of the familiarization tour program. According to a National Tour Association Economic Impact Study of Motorcoach Tour Business to Manitoba, a total of 12.4 million dollars in direct spending was achieved in 1984.

The objectives of the meeting and convention program are to increase the number of meetings and conventions held in Manitoba, the number of attending delegates and the number of days before and after meetings and conventions that delegates spend in the province.

The Meeting and Convention program is cooperative, functioning with the convention hotels, the Brandon and Winnipeg Convention and Visitors Bureaus, Winnipeg Convention Centre and Tourism Canada.

Travel Manitoba and industry suppliers marketed Manitoba's meeting and convention products at major international conventions and formal marketplaces. These venues included the Tourism Canada program in Chicago, Washington, San Francisco and Los Angeles, the annual marketplaces of the Institute of Association Executives, the American Society of Association Executives, Meeting Planners International and the Winnipeg Convention Centre sales consortiums in Ottawa and Toronto.

Two familiarization programs were organized by Travel Manitoba in conjunction with the Winnipeg Convention Centre, the Winnipeg Convention and Visitors Bureau and local industry suppliers to acquaint qualified U.S.-based meeting planners with Manitoba's convention products.

Travel Manitoba led bids that attracted the annual meeting of the Meeting and Incentive Travel Steering Committee, the joint conference of the Minnesota Society of Association Executives and the Manitoba Institute of Association Executives. Other successful bids included Rendezvous Canada (1987), the International Miniature Aircraft Association (1986), and the Canadian Nurses Association (1994).

Consultation was provided to 244 organizations requiring counselling services, audio-visual assistance and delegate literature and promotional items for distribution.

In the calendar year 1984, 66,755 delegates at 207 conventions in Winnipeg generated $37,578,333 in direct spending, representing a 2.4% increase in expenditures over the previous year.

Marketing Segment	Advertising Emphasis					Advertising Media Selection					
	Urban Sightseeing	Rural Sightseeing	Outdoor	VFR	Specialty	TV	Radio	Print	Lure	Magazine	Billboard
Manitoba	X	X	X	X		X	X	X		X	X
Minnesota	X	X	X		X	X		X	X	X	
North Dakota	X	X	X			X	X	1	X		
N.W. Ontario	X	X		X		X	X	1	X		
Saskatchewan	X	X		X		X	X	X	X		
Alberta											
Canada Secondary					X					X	
U.S. Secondary					X					X	
U.S. Tertiary					X					X	
Overseas					X					X	

Marketing Advertising

The objective of the advertising program is to generate a strong awareness of Manitoba as a potential tourist destination, to generate inquiries about travelling to Manitoba and to stimulate travel to Manitoba.

The 1984-85 advertising campaign combined a strong emphasis on Manitoba's attractions and activities to foster an image of the province as a desirable vacation destination for both out-of-province visitors and Manitobans alike.

The use of the slogan "Manitoba: Take Another Look", combined with vivid visuals in advertising placed in departmental publications and other periodicals, generated a strong response in some markets. Consumer research during the campaign clearly showed a high degree of retention and a strong image of Manitoba as a potential vacation destination combining rural, wilderness, urban and cultural attractions. Of particular interest to U.S. visitors is the growing awareness of Manitoba's ethnic diversity and related attractions, especially city restaurants and festivals.

Advertising emphasis was directed to specific market demands, utilizing a variety of media as highlighted in the above table.

Winter advertising was not used; however, a limited fall campaign outlining fall and winter activities in Manitoba was undertaken in North Dakota and Northwestern Ontario.

Greater advertising attention was placed on specialty markets to support marketing initiatives undertaken by Travel Manitoba. Specialized advertising in trade magazines directed at outdoor adventure, fishing, travel agents and convention planners highlighted the specialty orientation of travel advertising.

Marketing Publications

This program is responsible for providing all publication services for Travel Manitoba, including written, photographic and audio-visual material.

Publications such as the Manitoba Vacation Guide/Manitoba Fishing Guide and Master Angler Awards Book and Events books were some of the publications produced. Publications were widely distributed to vacationers, travel planners, media, travel agents, businesses and convention and meeting planners.

Feature articles covering various aspects of tourism were written and distributed to about 1,700 addresses, about half of which were print and electronic media in Canada, the U.S.A. and overseas. Press releases on timely subjects were also distributed to the media in appropriate market areas. Programming also consisted of hosting visiting travel writers from a variety of major media outlets.

Articles on tourism appearing in North America print media were monitored through the Canadian Press Clipping Service in Canada, and Burrelle's and Bacon's Clipping Services in the U.S.A. Total value of all clippings on Manitoba tourism for 1984-85 was just under $2.7 million, up from $1.9 million the previous fiscal year. An additional $350,000 worth of radio and television time in Winnipeg was obtained.

The photo library continued to work under the Queen's Printer Office, although Travel Manitoba's publications, marketing and advertising functions continued to be the major users of the library. New 35-mm colour slides depicting tourism scenes around the province were provided under the ongoing program to augment and update the collection of slides in the library.

Visitor Information Services Section

This section provides information and travel data to visitors to the province and Manitobans travelling within the province.

Information Services

The program gave trip planning assistance to 65,236 inquiries in 1984, a figure which represents about 189,190 people. Services were performed at 11 permanent and seasonal locations. A mobile special events caravan attended 12 summer fairs, festivals and special events throughout the province.

Travel inquiries generated 76,196 computerized responses, including 22,636 letters of reply. About three million pieces of travel related literature were distributed in total.

Recorded telephone announcements, answering services and message forwarding were provided at the Legislative Building Travel Reception Centre's 24 hour visitor inquiry facility.

Extensive renovations were completed to the Emerson travel reception centre.

The quality assurance program of the section made 660 inspections during the period and investigated 60 consumer complaints.

Three specialized Travel Counsellor Market Training Programs were presented to communities sponsoring visitor information services across the province.

Human Resource Development

The function of this program is to co-ordinate training of personnel for the hospitality industry of Manitoba.

The program operates a hospitality resource centre with audio-visual aids, technical manuals, publications and film equipment for use by hospitality personnel and operators.

Hospitality training programs have developed a number of effective customer services. They include a skills training program offered in conjunction with the Manitoba Hotel Association; a sanitation program offered in conjunction with the Manitoba Restaurant and Food Services Association; a career awareness program offered in conjunction with the Manitoba Careers Symposium; hospitality management programs offered in conjunction wth the Manitoba Hotel Association and the Manitoba Restaurant and Food Services Association; a customer service program, Hospitality Plus, in conjunction with the Tourism Industry Association of Manitoba. The programs are offered at various locations throughout the province.

The program also provided various consulting services to tourism operators. Industry organizations also received assistance in training program development and other organizational matters. With the assistance of Destination Manitoba, this unit provides a "Train the Trainer" program for the industry.

A Human Resource Needs study of Manitoba's hospitality industry was completed in 1984 and provides a blueprint for further program development to suit the industry's expected personnel requirements over the next few years.

Planning and Research Section

The Planning and Research Section assists and encourages the orderly development of tourism facilities, services, attractions and provincial programs through tourism planning services and research coordination.

During 1984-85, the Section provided planning and policy development support in the preparation of a stategy for a new tourism agreement through consultations with the private sector and internal analysis of the existing tourism situation and strategy options. The planning section assisted the Department in negotiations of a new tourism agreement with federal officials.

The Section coordinated the preparation of the 1985-86 Travel Manitoba tourism marketing and development plan and participated in the evaluation and extension of the mid-term departmental strategy.

Planning and research continued to be the focal point for the preparation of annual tourism expenditure estimates and policy papers for federal/provincial relations in the tourism area.

In the tourism research program, the Section coordinated the following activities: pre and post-testing of the 1984-85 tourism advertising campaign; completion of annual tourism traffic surveys; market tracking studies in Minnesota; analysis of data from the 1984 Canadian Travel Survey; continuation of the accommodation occupancy survey through the Manitoba Bureau of Statistics.

Planning staff managed the Tourism Industry Studies and Planning Program under the Canada/Manitoba Agreement for Tourism Develpment (Destination Manitoba). Two major studies were started that are designed to guide programming under the new Tourism Agreement: the Winnipeg Tourism Attractions Study and the Rural Resort Development Study. With these two projects, the funds provided for this program under the Agreement as amended, were fully committed and the program was concluded.

Tourism Development Section

The objective of the Tourism Development Section is to provide programs to stimulate and encourage expansion of tourism attractions and facilities. The primary function of the Section is to provide advisory counselling.

Tourism Development specialists provide advice and information to prospective and existing operators of tourist accommodation and attractions towards the development and expansion of tourism facilities in the province.

During the fiscal year 1984-85, advisory counselling was provided to about 500 prospective and existing tourism industry operators through personal consultation, industry meetings and branch publications. Counselling involved feasibility assessment, planning, financial, marketing, operations, regulations and preparation of funding assistance to departmental and other financial assistance programs.

Development staff also initiated and served on various inter-departmental committees such as Parks-Tourism, Wildlife Regulation Reviews, Border Water Agreements, etc. to ensure tourism interests were taken into account in policy and program development.

The Licensing Advisory Committee continued to advise the Minister on issuing or suspending licenses to operators of transient accommodation facilties. Development consultants provided administrative and analytical services to the Advisory Committee and coordinated departmental data for decisions in assisting new or expanding tourism facilities.

Cultural and Heritage Initiatives Section

The objective of the Cultural and Heritage Initiatives Section is to stimulate the development of new events and to improve existing tourism products through increased programming, marketing, finance and evaluation.

Staff maintain liaison with other related provincial departments as well as federal and municipal agencies with respect to funding of events and attractions, both in Winnipeg and rural areas.

Advisory services and monitoring of development and marketing were provided to such events as Folklorama and Festival Du Voyageur, and attractions such as Fort Gibraltar, Western Canada Aviation Museum, Selo Ukraina and Stonewall Quarries.

The section also provided organizational and production services to other branch units by staging entertainment packages for industry conventions and promotions such as the Minneapolis Blitz. The section continues to study the development and implementation of a major summer event in Winnipeg, as well as tourism/heritage strategy for the related departments.

Destination Manitoba (Tourism Development Subsidiary Agreement)

The agreement is a Canada/Manitoba cost-shared tourism development pact that involves $20 million, 60 per cent provided by the federal government, 40 per cent by the province. Its term was extended another year, until March 31, 1985, to utilize uncommitted funds.

The specific objective of the agreement is to develop tourism destination areas in Manitoba and improve the productivity of tourism through joint private industry and government initiatives.

Delivery of Destination Manitoba funding is the responsibility of Travel Manitoba.

The Agreement Management Committee is responsible for the management and general administration of the agreement. Travel Manitoba and the committee ensure private industry contribution to Destination Manitoba decisions through the appointment of a Tourism Agreement Advisory Board and Program Review Committees. The Advisory Board provides coordinated industry information and advice to the Agreement Management Committee on all aspects of the agreement.

The Destination Manitoba agreement is divided into six complementary programs. They are: Tourism Industry Studies and Planning; Winnipeg Destination Area; Rural Destination Areas; Tourism Attractions Program; Tourism Industry Organization; and Rural Tourism Industry Incentives.

Program 1

The Tourism Industry Studies and Planning Program was designed to analyze various aspects of the tourism industry in Manitoba to support the objectives of the Agreement.

During 1984-85, the following studies were supported:

— A Manitoba/Keewatin tourism product development study

— A design study for a computerized travel information system
— A rural resort development study
— A Winnipeg Attractions development study

With funding approval for the latter two studies, the program funding provided by the amended Agreement was fully committed and the program was concluded.

Program 2

The Winnipeg Destination Area segment of the agreement was designed to provide capital funds to expand and develop Winnipeg tourism attractions and act as a catalyst to private sector progress.

The program was announced in July, 1982, but delayed until 1983-84 while program strategy and direction were designed after taking into account other multi-level government activities in Winnipeg. It was decided to use the funding to develop a major new tourism attraction and several small attractions.

By March 31, 1985, five applications for assistance had been approved. The total assistance for the two expansion and three development projects was $1,926,555. Total capital costs for the projects were $15,658,975.

Program 3

The Rural Destination Program sector was designed to aid the federal and provincial governments, along with municipal governments to develop tourism destination areas in rural Manitoba.

Assistance under this program was given toward the capital costs of improving, expanding, restoring or developing tourist attractions or facilities. Over 75 requests for assistance were processed and 31 were approved by March, 1985, the expiry date of the program. This assistance totalled $5,720,560 and total capital cost of the projects was $17,102,502. The assistance went to 20 expansion projects and 11 new development projects.

Program 4

The Tourism Attractions portion of the Agreement was established to assist tourism organizations in marketing new and existing tourism attractions and events and aid local areas in increasing the popularity of their regions as tourism destinations.

Two primary components of the program are to increase attractions and events marketing and to assist tour operators in developing new package tours within the province.

During 1984-85 two long-term development studies and four marketing assistance grants were supported.

Program 5

The Tourism Industry Organization program was designed to provide financial assistance to the institutional structures of the tourism industry to improve tourism productivity in Manitoba.

The program continued to fund the Tourism Industry Association of Manitoba and its eight regions, the Hotel Sales Management Association of Manitoba, the Manitoba Lodges and Outfitters Association, the Manitoba Restaurant and Food Services Association, the Manitoba Chefs de Cuisine and the Manitoba Organization of Festivals and Events.

Program 6

The Rural Tourism Industry Incentives program was designed to assist individuals, groups and corporations in improving the quality and increasing the diversity of tourism accommodations, services and attractions in rural Manitoba.

By March 1985, the expiry date of the program, over 200 applications for assistance had been received and 102 approved. Total assistance provided was $4,153,345. The projects included 44 modernizations, 50 expansions and eight new developments and involved a total of $9.8 million in private sector investment.

Communications

The branch continued to provide all publications, information and advertising services for the Department of Business Development and Tourism. This included written material, photographs and audio-visual material.

Activities

The branch continued to provide a comprehensive internal source of writing, photography and consultation to support the advertising, marketing and information requirements of the department.

The branch produced two new business publications, "Getting To Know Us", which provides general information re the department, and "Guide to Business Services and Assistance", a publication offering specific program details on handy removeable cards.

The branch wrote numerous speeches, formal letters, press releases and reports for the department, while collaborating in the production of slide shows, displays, exhibits, books and the design of charts and graphs.

The branch also provided organizational and promotional advice and support to assist new and expanding business operations with formal "plant openings".

Publications and advertising on behalf of Travel Manitoba are listed under the Tourism Marketing Section.

manitoba
business development
and tourism

1329 niakwa road
winnipeg, manitoba
R2J 3T4

manitoba design institute

February 10, 1986

The Honourable Jerry Storie
Minister of Business Development &
Tourism
Province of Manitoba
227 Legislative Building
Winnipeg, Manitoba
R3C 0V8

Dear Mr. Storie:

I have the honour of submitting the annual report of the Manitoba Design Institute for the fiscal year ending March 31, 1985.

No separate financial statement is presented as all funds required by the Institute came out of the appropriations of the Department of Business Development and Tourism.

The Board of Directors joins me in expressing our gratitude for the support your Department has given us in the execution of our duties.

Respectfully submitted,

Dana Mallin

Dana Mallin
Chairperson

The Manitoba Design Institute

The Manitoba Design Institute was established by the Government of Manitoba in 1963 by an Act of the Legislative Assembly.

The Institute is an advisory body to the Minister of Business Development and Tourism to whom it recommends policy and programs of industrial design to complement and further the Department's economic development program.

The main objective of the Manitoba Design Institute is to induce Manitoba's industrial and commercial sectors to apply effectively the industrial design process as an integral part of management operation in the manufacturing of goods and provision of services.

The Institute provides design counselling services and consulting assistance for products, graphics and packaging design. Liaison with the Department's other branches, notably financial and marketing consulting through the Winnipeg Business Development Centre is also provided.

In April 1984, the Manitoba Design Institute was integrated into the Department of Business Development and Tourism, with the twelve member Board of Directors assuming a pro-active advisory role.

The Institute as a fully staffed agency with a full-time Executive Director was reorganized with two staff persons assuming the duties of Executive Secretary/Design Consultant with the Business Development Centre and Product Development Officer/Design Consultant with Small Business Development respectively.

Specifically, the Manitoba Design Institute provides the following:

A. Through education:

- A comprehensive design library with specialized books, periodicals and journals

B. Through development assistance:

- counselling services of a general nature
- specialized expertise in product, graphics and packaging
- consultation for preparing product development plans
- information, guidance and assistance regarding possible federal and provincial product development assistance programs

C. Through recognition of excellence:

- The Premier's Awards for Design Excellence are given in eight categories every two years to companies demonstrating outstanding achievement in product, graphic, packaging, exhibition, and interior design as well as architecture and engineering and technical design.

Activities

In keeping with its mandate, the Institute actively promoted and assisted in the development of industrial design activities within the Department of Business Development and Tourism. It continued to maintain an effective interface with other government departments, agencies and design oriented organizations. The Institute's activities for 1983-84 are categorized as follows:

A. Operations

1. **Administration**

   - Executive Secretary/Design Consultant — The function of this position is one of planning, organizing and implementing programs in co-operation and on behalf of the Board of Directors and the Department as well as providing general design consulting.
   - Product Development Officer/Design Consultant — The function of this position is to provide additional consulting on behalf of the MDI and the Department, as well as acting as a development officer in the consumer goods sector on behalf of Business Development.
   - Liaison with other government departments and agencies is maintained in order to provide maximum benefits to the manufacturing and business sectors.

2. **Counselling** — General design counselling including product evaluations in association with marketing consulting was provided to 86 clients.

   The client base consisted of the following sectors:

Retail	16
Service	28
Manufacturing	42

   Additionally, general information was provided in response to 70 general inquiries.

3. **Design Assistance**

   Design Assistance for Small Projects, a design incentive grant to encourage Manitoba manufacturers and processors to be more competitive was provided to 14 companies. The program which is cost shared to a maximum of $1000 is limited to design services only and does not cover production costs.

   The program was implemented in July with a budget of $30,000.

In the past year, the program has supported company identity projects, product brochures and product design projects. The total dollar contribution for the 14 approved projects was $12,232.

B. General Design Promotion

— A design column was established in the Report on Small Business which was redesigned and formatted with MDI help. Case studies of successful D.A.S.P. projects will be used to promote the use of design in successful marketing.

— A seminar on "Effective Merchandising" was presented in Altona November 5, 1984 by the Pembina Valley Development Corporation in co-operation with the MDI.

C. Design Recognition

1. The Premier's Award for Design Excellence

   The Manitoba Design Institute, through its Premier's Awards for Design Excellence program, recognizes design achievements and accomplishments in the Province of Manitoba.

   The purpose of the Premier's Awards for Design Excellence is to demonstrate the benefits of effective design and to recognize the contribution made by designers and enterprises to the economic, industrial and social development in our communities. The presentation is held biennially. The Premier's Awards were held March 30, 1984 and an event coordinator was hired on a contractual basis.

   One excellence, two merit and one honourable mention award are offered in each of the following categories:

   — product design
   — graphic design
   — packaging design
   — engineering design
   — exhibition design
   — interior design
   — architectural design
   — apparel design

2. MCNA — The Manitoba Community Newspaper Association Award for Design Excellence was presented to the Steinbach Carillon October 5, 1984 at the MCNA awards dinner in Portage La Prairie by the MDI which recognizes good design in community newspapers.

Liaison

Close liaison is maintained with professional organizations in Manitoba, who can provide practical input into the programs and the activities of the Manitoba Design Institute.

Meetings of the MDI Board were held frequently in 1984-85 and directors provided liaison with the community through their business and personal involvements.

Summary of Grants Paid 1984 - 1985 Fiscal Year

1. Manitoba Horse Racing Commission	$3,908,240.63
2. Travel Manitoba, Industry Association Support	188,751.00
3. Federal/Provincial Tourism Agreement (Marketing)	197,715.45
4. Federal/Provincial Tourism Agreement (Industry Association Development and Human Resource Training)	190,082.38
5. Federal/Provincial Tourism Agreement (Capital Programs)	349,927.00
6. Winnipeg Core Area Initiative Payments	847,455.68
7. Jobs Fund Projects	45,923.50
8. Counselling Assistance to Small Enterprise (C.A.S.E.)	9,950.55
9. Design Assistance (Manitoba Design Institute)	10,837.00
10. Regional Development Corporations	687,642.65
11. Small Business Incentive Payments	94,528.20
	$6,531,054.04

Breakdown of Grants Paid 1984 - 1985 Fiscal Year

1. Manitoba Horse Racing Commission	$3,908,240.63
2. Travel Manitoba, Industry Association Support	
Brandon Convention and Visitors Bureau	15,600.00
Winnipeg Convention and Visitors Bureau	36,878.00
Tourism Ind. Assoc.of Man. (Central Office)	49,900.00
Tourism Manitoba — Interlake Region	12,089.00
Tourism Manitoba — Eastern Region	13,189.00
Tourism Manitoba — Pembina Valley Region	9,137.00
Tourism Manitoba — Western Region	12,235.00
Tourism Manitoba — Parkland Region	14,545.00
Tourism Manitoba — North of 53 Region	18,029.00
Tourism Manitoba — Central Plains Region	7,149.00
	$ 188,751.00
3. Federal/Provincial Tourism Agreement (Marketing)	
a) **Attractions and Events**	
St. Andrews - St. Clements	$ 3,000.00
Roblin Moonshine Daze	832.00
Hoof-N-Holler Days Inc.	1,500.00
Thompson Folk Festival	1,000.00
Elphinstone Recreation Centre	950.00
Manitoba Agricultural Museum Inc.	13,700.00
Canada's National Ukrainian Festival Inc.	2,500.00
Tiger Hills Arts Association	650.00
Manitoba Forestry Association	3,500.00
Arborg and district Agriculture Museum	2,000.00
Snow Lake Fun Festival	600.00
Flin Flon Trout Festival	9,000.00
Swan River Valley Agricultural Association	4,500.00
Vintage Locomotive Society	2,250.00
McCreary Agricultural Museum	1,500.00
Thompson Ski Club Inc.	2,450.00
Wildlife Foundation of Manitoba	14,955.21
Northern Manitoba Recreation Centre	3,000.00
Canadian Paraplegic Association	8,055.00
Selkirk's Festival-On-The-Red	3,000.00
Manitoba Rodeo Cowboys' Association	4,000.00
Teulon-Interlake Jubilee	800.00
Little Northern Museum	750.00
Western Canada Aviation Museum	12,500.00
Folk Arts Council of Winnipeg	10,000.00
Festival Du Voyageur Inc.	16,000.00
Winnipeg Blue Bombers Football Club	5,678.37
Canadian Power Toboggan Championships	1,214.87
Paddlewheel Riverboats	7,000.00
Classic Carriages Ltd.	2,080.00
Wild Kingdom Game Farm	3,000.00
Stage West Dinner Theatre	3,200.00
Town of Stonewall	12,500.00
Vintage Locomotive Society	2,250.00
	$ 159,915.45

Breakdown of Grants Paid 1984 - 1985 Fiscal Year

b) **Tour Development**		
Interman Tours Inc.	$	15,000.00
Mackie Travel Service		205.00
Great Canadian Travel		1,830.00
Tour Canada of Sweden		2,000.00
Flair Travel Ltd.		3,915.00
Viscount Gort Flag Inn		7,350.00
Sportsman's Group Travel		7,500.00
	$	37,800.00
4. Federal/Provincial Tourism Agreement (Industry Association Development & Human Resource Training)		
Manitoba Lodges & Outfitters Association	$	19,000.00
Canadian Federation of Chefs De Cuisine		8,000.00
Manitoba Restaurant & Food Services Association		11,382.38
Manitoba Organization of Festivals & Events		13,500.00
Hotel Sales & Marketing Association		8,250.00
Manitoba Chefs De Cuisine		2,000.00
Tourism Industry Association of Manitoba		67,500.00
Tourism Manitoba — Interlake		12,480.00
Tourism Manitoba — Pembina Valley		9,000.00
Tourism Manitoba — North of 53		12,000.00
Tourism Manitoba — Westman		8,460.00
Tourism Manitoba — Eastman		9,510.00
Tourism Manitoba — Central Plains		9,000.00
	$	190,082.38
5. Federal/Provincial Tourism Agreement (Capital Programs)		
Rossburn Agricultural Society	$	16,950.00
Manitoba Agricultural Museum		100,000.00
Town of Stonewall, Quarry Park		100,000.00
Royal Canadian Artillery Museum		87,435.00
Kum Bac Kabins		2,530.00
Athapap Lodge		2,790.00
Falcon Lake Resort & Club		18,750.00
Caribou Lodge (1982) Ltd.		5,350.00
Rodeway Inn (Dauphin)		16,122.00
	$	349,927.00
6. Winnipeg Core Area Initiative Payments		
52125 Manitoba Ltd.	$	1,950.00
Robson Square (1984) Ltd.		500.00
Personal Profile		500.00
International Hair Care		300.00
Cindar Doors Ltd.		1,250.00
Aerobic Centre Ltd.		500.00
IC Interior Cleaning		4,446.60
Canwood Lumber & Hardware		7,500.00
Knickers Bistro Ltd.		12,500.00
Marty's Food-N-Beverage		18,000.00
Westsun Media Ltd.		25,000.00
Branches Investment Ltd.		12,500.00
Rorie Street Ltd. Partners		25,000.00
Bannatyne Restaurants		25,000.00

Breakdown of Grants Paid 1984 - 1985 Fiscal Year

V. Koren & Sons Ltd.	9,807.00
Bottles Uptown Ltd.	25,000.00
Pro-Slide Productions	10,469.44
TRG Data Products Ltd.	3,315.00
WR Carey Corporation	11,800.00
Leanal Co. Ltd.	5,790.00
Multi-Tex Design Inc.	7,728.00
Wordsnorth Advertising	25,000.00
Turney Furs Ltd.	1,129.00
Canadian Native Handicrafts	1,201.00
I-Be-Bo Ltd.	3,942.00
NT Investments Ltd.	8,337.00
B & J Serving Machine Ltd.	7,968.00
Grand Garden Restaurant	12,480.29
Horstman Piling Contractors	25,000.00
Wong's Electric Motors	25,000.00
C & R Sprouters	25,000.00
Edison Electric (Manitoba) Ltd.	12,500.00
Furgale Industries Ltd.	8,408.40
Metal Tech Industries	10,000.00
Ace Auto Electric Ltd.	25,000.00
Towne Transmissions Co.	12,500.00
Target Direct Mail Inc.	7,515.00
Mathewson Transmission	2,320.50
B & R Accounting Service	9,288.00
CrestArt Manufacturers Ltd.	11,500.00
BC Plumbing & Heating	2,100.00
Drive Secure Child Rest	1,558.00
Cornerstone Grocery	10,350.00
Gills' New & Used Furniture	12,500.00
Sunshine Records Ltd.	1,263.00
Patras Enterprises Ltd.	12,500.00
Imprimerie Labelle Printers	14,850.00
Century 21 Carrie Real Estate	12,500.00
Thol Furnishings	23,444.00
Eagle Lunch	8,112.00
Aims Sound Shop Inc.	9,003.00
61998 Manitoba Ltd.	12,500.00
Robert D. Reiss Enterprises	6,849.00
Parrots Ladies Wear	9,120.50
Tights Aerobics & Fitwear	24,500.00
Kast Cuisine Ltd.	13,300.00
Vicuna Wool Studio	8,683.20
Gags Unlimited Inc.	1,505.00
Osborne Video	2,552.00
J & J Electronics Ltd.	1,859.86
Computer Learning Centre	24,400.00
E.J.M. Holdings Ltd.	6,016.00
Dial-A-Lunch Inc.	17,944.00
Evergreen Lunch Bar	25,000.00
Stephanie Kostiuk Enterprises	25,000.00
Times Enterprises Inc.	12,500.00
Harry's Grab-A-Sandwich	1,848.00
Fifi's Cafe Ltd.	12,500.00
House of Travel Ltd.	8,865.00
Trident Press Ltd.	6,485.85
Honey Wheat Bakery	1,753.00
Silverman Jewellers	12,500.00

Breakdown of Grants Paid 1984 - 1985 Fiscal Year

	Dominion Patrol Service	5,700.00
	Economy Furniture Co. Ltd.	5,864.85
	65524 Manitoba Ltd.	3,368.80
	Main Meats	7,419.60
	HAD Used Furniture	1,921.09
	Original Food Bar	5,178.70
	Toyland Discount Ltd.	12,500.00
	K-West Distributors Ltd.	10,620.00
	Hardt Painting & Decorating	4,057.00
	Money Mart Cheque Cash	1,500.00
	Commercial Concession	1,496.00
	Golden Hand Jewelry	1,023.00
		$ 847,455.68
7.	Jobs Fund Projects	
	a) Commercial Planning & Development	
	Town of Carberry	$ 6,591.00
	Village of Teulon	4,585.00
	Gimli Industrial Park	5,500.00
	Minnedosa Chamber of Commerce	1,350.00
	Village of Lac du Bonnet	1,800.00
	Town of Winkler	10,750.00
	Town of Neepawa	6,625.00
	Glenboro Chamber of Commerce	5,222.50
		$ 42,423.50
	b) Entrepreneurial Development	
	Northern Options for Women	$ 3,500.00
8.	Counselling Assistance to Small Enterprise (CASE)	
	128 Companies Assisted Totalling	$ 9,950.55
9.	Design Assistance (Man. Design Institute)	
	Shape Industries Inc.	$ 1,000.00
	Diecast Manwest Ltd.	1,000.00
	Challenger Sportswear	1,000.00
	Three Families Enterprises	1,000.00
	Faroex Ltd.	282.00
	Sundown Inc.	1,000.00
	Gadient Mfg.	5,555.00
		$ 10,837.00
10.	Regional Development Corporations	
	Eastman Regional Development Inc.	$ 91,581.91
	Parkland Regional Dev. Inc.	143,160.91
	Norman Regional Dev. Corporation	107,077.74
	Pembina Valley Dev. Corporation	105,441.20
	Interlake Dev. Corp. Inc.	132,337.91
	Central Plains Inc.	108,042.98
		$ 687,642.65

Breakdown of Grants Paid 1984 - 1985 Fiscal Year

11. Small Business Incentive Payments		
Omniglass Ltd.	$	2,100.00
Heli-Fab Ltd.		1,250.00
Mid-West Agri Ltd.		1,125.00
Larsen Memorials Ltd.		1,450.00
All Fab Building Components		1,500.00
Winston W.K. Tay		3,531.20
Duha Printers (Western Ltd.)		875.00
Canadian Steel Ltd.		425.00
Euro-Craft of Canada Co.		1,000.00
Gravure Graphics Ltd.		6,500.00
D.A. McCrae & Associates		3,000.00
Faroex Ltd.		2,100.00
Manwest Brick Facings		2,500.00
Canadian Association For The Mentally Retarded		3,672.00
Grays PVC Pipe Furniture		1,000.00
Dominion Window & Door		1,000.00
Miconex 84		1,500.00
Daerwood Machine Works Ltd.		60,000.00
	$	94,528.20